

Amendments to the Claims:

1-26. (Canceled)

27. (Previously Presented) A method of automatically transmitting an advertisement from a user of a data processing system to a receiving party, comprising the steps of:

installing hardware on the data processing system, said data processing system establishing an agreement with the user of the data processing system to include an advertisement associated with the installed hardware in e-mail communications transmitted from the data processing system using an email communications application associated with the user;

initiating an e-mail communication via said email communications application, said email communication addressed to the receiving party;

automatically embedding an advertisement associated with the hardware in said e-mail communication in accordance with said agreement, said embedding being done with the data processing system; and

transmitting, to the receiving party, the e-mail communication with the advertisement automatically embedded therein.

28-30. (Canceled)

31. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is automatically sent for a pre-selected time period.

32. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is automatically sent up to a pre-selected number of times.

33. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is electronically obtained from a third party data processing system.

34. (Previously Presented) The method of claim 27, wherein the user is compensated for entering into the agreement.

35. (Previously Presented) The method of claim 27, wherein the advertisement associated with the identified sending party is at least one of visual and aural.

36. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is incorporated in setup software for the hardware.

37. (Canceled)

38. (Previously Presented) The method of claim 27, further comprising offering to the receiving party of the e-mail communication and the advertisement associated with the hardware, an option of being an advertiser.

39. (Previously Presented) The method of claim 38, wherein the offer to the receiving party includes fraud avoidance means for reducing or eliminating fraud associated with a transaction.

40. (Previously Presented) The method of claim 33, wherein the advertisement associated with the hardware is electronically obtained from a third party data processing system using the Internet.

41. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is displayed automatically to the receiving party during a period of at least one of before, during and after the e-mail communication.

42. (Previously Presented) The method of claim 27, wherein the data processing system is at least one of a computer and telephone.

43. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is automatically embedded in the e-mail communication by a third party.

44. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is automatically determined at least in part by a demographic of the receiving party.

45. (Previously Presented) The method of claim 44, wherein the demographic is at least one of location, language, gender, age, income, and physical handicap.

46. (Previously Presented) The method of claim 27, wherein automatically embedding the advertisement associated with the hardware with the e-mail communication further comprises automatically embedding a personal testimonial by the user thereby lending credibility to the advertisement associated with the hardware.

47. (Previously Presented) The method of claim 27, wherein the advertisement associated with the hardware is under the local control of the user.

48. (Canceled)

49. (Previously Presented) A method of claim 27, wherein said advertisement associated with the hardware includes a hyperlink.

50-52. (Canceled)

53. (Currently Amended) A method of transmitting an advertisement from a user of a data processing system to a receiving party, comprising the steps of:

installing a product on a data processing system associated with the user, said data processing system establishing an agreement with the user to include an advertisement associated with said product ~~or said service~~ in communications transmitted from the data processing system using a communications application associated with the user;

receiving a request from the user, via said communications application, to initiate a communication from said data processing system;

automatically embedding, by said data processing system, an advertisement associated with said product with said initiated communication in accordance with said agreement; and

transmitting, to the receiving party, said communication with said advertisement automatically embedded therein.

54. (Canceled)

55. (Canceled)

56. (Previously Presented) The method of claim 53, wherein the product is one of software or hardware.

57. (Previously Presented) The method of claim 53, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video conferencing, and an animated presentation.

58. (Canceled)

59. (Previously Presented) The method of claim 53, wherein the embedded advertisement is electronically obtained from a third party data processing system.

60. (Previously Presented) The method of claim 53, wherein the embedded advertisement is incorporated in setup software for one of software or hardware.

61. (Previously Presented) The method of claim 53, further comprising offering to a receiver of the transmitted communication and advertisement an option of being an advertiser.

62. (Previously Presented) The method of claim 61, wherein the offer to the receiving party includes fraud avoidance means for reducing or eliminating fraud associated with a transaction.

63. (Previously Presented) The method of claim 53, wherein the user is compensated for entering into the agreement.

64. (Previously Presented) The method of claim 53, wherein the data processing system is at least one of a computer and telephone.

65. (Previously Presented) The method of claim 53, wherein the advertisement associated with the hardware is automatically determined at least in part by a demographic of the receiving party.

66. (Previously Presented) The method of claim 65, wherein the demographic is at least one of location, language, gender, age, income, and physical handicap.

67. (Previously Presented) A method of transmitting an advertisement from a user of a data processing system to a receiving party, comprising the steps of:

 subscribing to a service to be used by the user operating the data processing system, establishing an agreement with the user to include an advertisement associated with said service in communications transmitted from the data processing system using a communications application associated with the user;

 receiving a request from the user, via said communications application, to initiate a communication from said data processing system;

 automatically embedding an advertisement associated with said service with said initiated communication in accordance with said agreement; and

 transmitting, to the receiving party, said communication with said advertisement automatically embedded therein.

68. (Previously Presented) The method of claim 67, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video teleconferencing, and an animated presentation.

69. (Previously Presented) The method of claim 67, wherein the embedded advertisement is electronically obtained from a third party data processing system.

70. (Previously Presented) The method of claim 67, wherein the embedded advertisement is incorporated in setup software for one of software or hardware.

71. (Previously Presented) The method of claim 67, further comprising offering to a receiver of the transmitted communication and advertisement an option of being an advertiser.

72. (Previously Presented) The method of claim 71, wherein the offer to the receiving party includes fraud avoidance means for reducing or eliminating fraud associated with a transaction.

73. (Previously Presented) The method of claim 67, wherein the user is compensated for entering into the agreement.

74. (Previously Presented) The method of claim 67, wherein the data processing system is at least one of a computer and telephone.

75. (Previously Presented) The method of claim 67, wherein the advertisement associated with the hardware is automatically determined at least in part by a demographic of the receiving party.

76. (Previously Presented) The method of claim 75, wherein the demographic is at least one of location, language, gender, age, income, and physical handicap.